BS Requirements (6-8 hours)  
(Brige/Department/Course Number) 
MSTD 101  Introduction to Media Studies  ( )  
MSTD 105  Introduction to Media Writing  ( )  
MSTD 300  Media History  
Prerequisite: MSTD 101  ( )  
MSTD 335  Media and Society  
Prerequisite: MSTD 101  ( )  
MSTD 400  Media Law and Ethics  
Prerequisite: MSTD 101  ( )  
Choose from the following:  
The Bachelor of Science degree requires six to eight semester hours  
(in addition to the general education requirements) selected  
from any of the following: mathematical science, natural and  
physical sciences, or social and behavioral sciences, in any combination.  

Required Core Courses (15 hours)  

MSTD 101  Introduction to Media Studies  (3)  
MSTD 105  Introduction to Media Writing  (3)  
MSTD 300  Media History  
Prerequisite: MSTD 101 (3)  
MSTD 335  Media and Society  
Prerequisite: MSTD 101 (3)  
MSTD 400  Media Law and Ethics  
Prerequisite: MSTD 101 (3)  

BA Requirements (12 hours)  
(Brige/Department/Course Number)  
MSTD 101  Introduction to Media Studies  ( )  
MSTD 105  Introduction to Media Writing  ( )  
MSTD 300  Media History  
Prerequisite: MSTD 101 ( )  
MSTD 335  Media and Society  
Prerequisite: MSTD 101 ( )  
MSTD 400  Media Law and Ethics  
Prerequisite: MSTD 101 ( )  

Required Advertising Concentration Courses (21 hours):  

MSTD 173  Introduction to Advertising  (3)  
MSTD 273  Advertising Analysis  
Prerequisite: MSTD 173 (3)  
MSTD 328  Print Production  
Prerequisite: MSTD 105 (3)  
MSTD 373  Advertising Sales and Media Buying  
Prerequisite: MSTD 273 (3)  
MSTD 473  Advertising Production  
Prerequisite: MSTD 273 (3)  
MSTD 483  Advertising Practicum (formerly MSTD 450.03)  
Prerequisite: MSTD 173, MSTD 273, MSTD 328, MSTD 373, and MSTD 473 (3)  

And an additional three credits of:  
MSTD 483  Advertising Practicum (formerly MSTD 450.03)  
Prerequisite: MSTD 173, MSTD 273, MSTD 328, MSTD 373, and MSTD 473 ( )  

OR  
MSTD 499  Media Studies Internship (formerly MSTD 455)  
Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours  
of MSTD 483 with a grade of “C” or better. ( )  

Electives:  

Course Number  Course Name  Grade/Credit Hours
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<td>Total Elective Credit Hours (22 to 28 hours):</td>
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<tr>
<td>General Education Credit Hours (50 hours):</td>
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<tr>
<td>Media Studies Major Credit Hours (36 hours):</td>
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<tr>
<td>Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours):</td>
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<tr>
<td>Total Radford University Credit Hours (120 hours):</td>
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<tr>
<td>Media Studies GPA (2.0 minimum):</td>
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<tr>
<td>Radford University GPA (2.0 minimum):</td>
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